706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

February 2, 1954

Station Manager WCSR Smith College Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS national advertising rate card, which is used by our representative.

We advised that since we have no day-to-day contact with your station we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you with regard to this matter. We recognize that your reply could well have been delayed by the Christmas holidays. We hope that this reminder will prompt you to consider this matter now and that we will hear from you shortly.

Cordially,

DWB/jfb

David W. Borst Operations Manager

Pebruary S. 1954 Northempton, Mussachusetts Bear Station Manager: on December 12, 1855 we wrote savising that we were temporarily listoden pateline use usnoiten ESI sat of inomologue leiosge o no SEON ani cerd, which is used by our representative. noiseds that since we have no osy-to-day contact with your abstitute and we can not be certein that this listing is accurate or that you actrelly desire this corresentation. Henor, we requested but you sign and require an authorization to continue the temporary listing, or interm us of your deadre to have USR delated. To wate to have not meand from you with regard to sain matter. recognize that your reply could well have been delayed by the Comisting replance of upy semong lilw reminder will promot you to consider this mayber now and thet we will hear from you shortly.

dordistly,

David W. sorut Operations Vanuger ont/and